Job Description

Job title: Digital Designer Developer

Directorate of Marketing and Communications

Grade: E   **Role profile: MSE1**

Full time   **Fixed term**

	Duties of the role
Overall purpose of the role	The Digital Designer Developer is a crucial role within the Web and Digital Experience team that contributes towards driving our digital strategy forward, ensuring that our digital platforms are innovative, user-friendly, and reflective of the University's forward-thinking vision. Reporting to the Lead Digital Designer Developer, the Digital Designer Developer will be responsible for the technical design, development and optimisation of a range of digital platforms across the university, supporting DMU's strategic objectives. Working closely with a wide range of stakeholders, the role helps to ensure that university platforms enable our marketing, recruitment and communication objectives.
Main duties and responsibilities	**UI/UX Design and Development** Design and develop first-class user interfaces and user experiences for the website and other digital platforms, as required. Support the creation and maintenance of visually appealing, technically robust, and highly competitive digital designs, ensuring they meet the highest standards of accessibility, usability, and functionality. Champion user experience and user interface functionality, continually improving existing designs. **Project Lifecycle Involvement** Assist in the delivery of digital projects, ensuring timely delivery of new functions and user experiences. Contribute to the ongoing maintenance and iterative improvement of the university's websites and other digital platforms. Support the Agile development process, ensuring effective delivery of new and enhanced functionality. **Technical Proficiency and Compliance** Produce clean, high-quality, responsive, and standard-compliant design and code that performs seamlessly across different browsers and devices. Ensure that designs and developments are appropriately scoped, designed, tested, and reviewed for compliance with accessibility and usability benchmarks and regulations. Establish and maintain a thorough and consistent housekeeping framework for design stages, code development, and release management.

Duties of the role
Collaboration and Support Work closely with the Marketing & Communications department, as well as various university departments and service providers, to ensure digital projects align with broader university goals. Support colleagues and CMS users in the delivery of a range of digital projects, including new student recruitment experiences, landing page and template builds, along with content restructures. Liaise with external suppliers and coordinate with various university teams to deliver high-quality digital experiences. **Optimisation and Analysis** Analyse and optimise key user journeys to enhance the effectiveness of the target audiences' experiences. Utilise data to guide development decisions, ensuring that all digital projects are delivered based on thorough analysis and understanding of user needs. Make an active contribution to ensuring that service performance targets are met. **Technical Guidance and Best Practices** Maintain technical guidelines to ensure consistency across all digital platforms. Stay updated with the latest technologies and best practices in digital design and development to continually enhance the quality of digital outputs. Be a knowledge expert, utilising the latest technologies and best practices when designing and delivering improved, impactful, and effective user experiences. **Event and Recruitment Support** Collaborate on the development of digital components for university-wide Open Days and other recruitment events. Provide digital support for faculty marketing and recruitment plans, ensuring alignment with overall objectives. **Ethical and Environmental Responsibilities** Treat all members of the university community with respect and provide services that comply with the Equality Act 2010, eliminating unlawful discrimination, advancing equality of opportunity, and fostering good relations with attention to protected characteristics. Actively contribute to the university's environmental goals by adhering to policies aimed at reducing emissions and promoting sustainability. **Additional Responsibilities** Perform other related duties as required, ensuring that all work contributes effectively to meeting service performance targets.

Person Specification

Job title: Digital Designer Developer

Directorate of Marketing and Communications

Grade: E   **Role profile: MSE1**

Full time   **Fixed term**

Area of responsibility	Requirements	Essential or desirable		*Method of assessment			
				A	I	T	D
Qualifications and training	Educated to degree level or equivalent experience	Essential		x			x
	Professional marketing qualification or equivalent experience		Desirable	x			x
Previous work experience	Experience of working in marketing and/or student recruitment		Desirable	x	x		
	Experience as a creative visual designer delivering digital products and services	Essential		x	x	x	
	Experience of designing and developing using the Adobe CC suite of software	Essential		x	x		
	Experience of delivering digital products and services using technologies such as HTML, CSS, .NET, JavaScript/JQuery, ASP, WordPress, and MySQL	Essential		x	x		
	Experience of delivering CMS user support to both a local and cross-organisation user base	Essential		x	x		
	Experience of working in an Agile team, and using Agile methodologies to deliver software/digital products and services		Desirable	x	x		
	Experience of creating and running user-experience tests, and in acting on feedback to deliver improvements		Desirable	x	x		
	Experience of designing a high-traffic, high-availability content website or digital product/service	Essential		x	x	x	
	Experience of delivering WCAG 2 compliant websites and services	Essential		x	x	x	

				A	I	T	D
	Experience of collaborating with physical and virtual digital content and development teams	Essential		x	x	x	
	Experience of housekeeping and the management of codebase and in controlled release delivery	Essential		x	x	x	
	Experience of the management of code releases and continuous integration		Desirable	x	x		
	Experience of working with external providers and suppliers	Essential		x	x		
	Experience of working with new technologies to deliver enhanced functionality and improvements	Essential		x	x	x	
	Experience in managing delivery of multiple concurrent projects	Essential		x	x	x	
	Experience in communicating and presenting to different target audiences	Essential		x	x	x	
Specific knowledge, skills, abilities, motivations, attitude required	Experience of mobile and responsive design	Essential		x	x		
	Experience of designing using the Adobe Creative Cloud product suite	Essential		x	x		
	Knowledge of HTML 5, CSS, .NET, JavaScript/JQuery, PHP, WordPress, and MySQL	Essential		x	x		
	Use of project management systems		Desirable	x	x		
	Understanding of current issues relating to Higher Education, home and overseas		Desirable	x	x		
	Experience of using and translating digital analytics – including Google Analytics – into meaningful insights	Essential		x	x		
	Proven ability to work under pressure and to meet deadlines	Essential		x	x		
	Flexible and creative approach to work, including a willingness to embrace change and new ideas	Essential		x	x		
	Able to work as part of and contribute to the success of a team	Essential		x	x		
Additional requirements	Willingness and ability to work irregular hours (evenings and weekends) as required,	Essential		x	x		
	Able and willing to travel across the UK and overseas (including, but not limited to, India and China).	Essential		x	x		

*A = Application Form; I = Interview; T = Test; D = Documentary Evidence